

Increase your Websites Visibility

Is your site making money? Is it making as much as you want? Your site may need to be modified to increase its earnings and your profits. Competition on the internet is ruthless. If you want to play the game, you need to know some of the tricks of the trade. Some great things to get you started are links and directory listings. There are also a few other tips that will help increase traffic and give your site a good reputation.



Directories are an excellent way to increase visibility of your site on the web. There are numerous directories on the web that have topics related to all kinds of businesses. If you have other quality sites like directories pointing toward your site, this will increase your number of inbound links, and thus give you some extra visibility points. Some directories require reciprocal links back to the directory, but these can actually hurt your visibility. It is good to have relevant links on your site however. Link to other sites that are industry specific and update the links often in order to keep your site current. Linking is an extremely important way to increase website visibility. The greater number of quality links you have coming to your site, the better your visibility. Developing an advertising agreement with other [traffic partner](#) website owners, you can increase each others visibility by sending visitors to each others sites. When linking to other sites, it is important to consider their ranking. Make sure the site has a good ranking by using Google PageRank. Having a site link to you that doesn't have a PageRank could hurt your visibility. A site without a PageRank may be being penalized by search engines, and you don't want to be guilty by association. The important thing to remember about links is **traffic partner** quality, not quantity. Never link to

sites that are not relevant to your site. Search engines do not like this. Seek out the sites that most relate to your site, in some cases you might even link to your competitors. Never buy links or participate in link farms. Search engines have developed methods to filter out these unethical link farms and may also penalize sites that participate in link farms. Also remember that text links are best. Do not link with images because search engines cannot read them and won't pick up your keywords. These tips are just a few of the methods available to increase web site visibility. Search engines continuously update their ranking criteria, so putting a few links on the site is not all it takes. A search engine positioning specialist is very helpful in making the proper additions to a web site and keeping up with current search engine criteria.